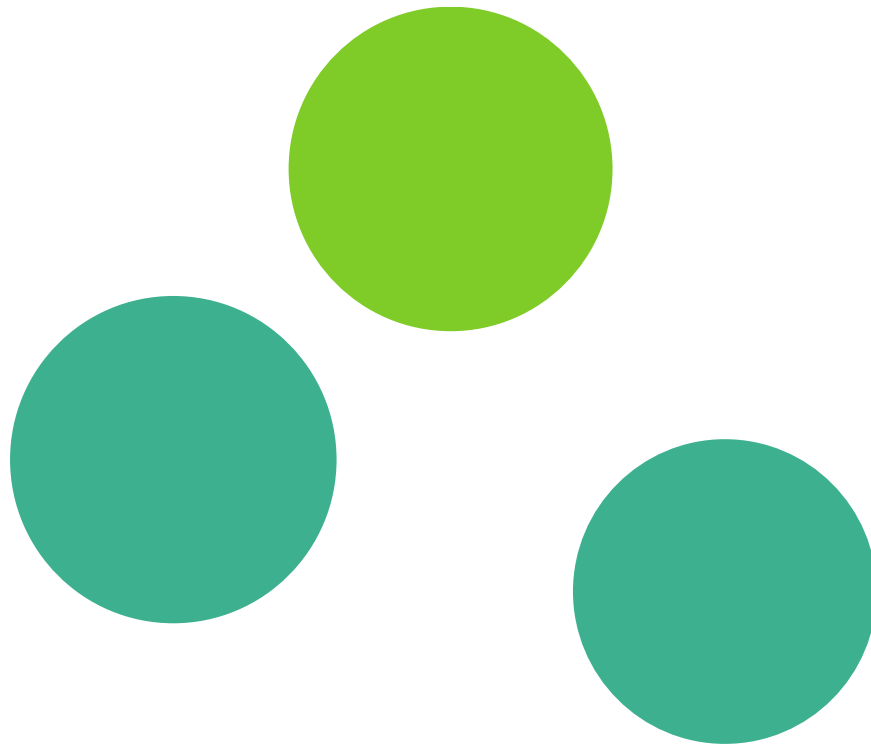




WHAT WOMEN TOLD US ABOUT WORD OF MOUTH



Insights into Women and Word of Mouth

April 2020

KEY HIGHLIGHTS

This report gives feedback from women and insights into their views on what influences them to buy and their buying behaviour.

To gather this, we carried out an online survey as well as an online focus group.

Word of Mouth Survey Stats*

* Online Survey carried out on Mykidstime.com in March 2020 with 600 responses

58% would be strongly likely to recommend a product or service they like to friends & family

50% would tell between 3 and 5 people about a product or service they liked

80% say they would share a recommendation by text/messenger or social media

62% say someone had recommended something to them last week

70% said they had recommended a product in the last week

95% agree/strongly agree they are more likely to buy a product or service if it has been recommended by family or friends.

56% have bought a product or service recommended by an online influencer

44% say they review products or services online

42% say they are influenced by online reviews of products or services

Top 3 products/services women are most likely to leave a review for

62% Hotels/Holidays

50% Restaurants

38% Clothing

Online Focus Group Insights*

* Online Focus Group carried out on MyInsightsOnTime private platform in March 2020 with 30 panel participants.

What are your thoughts or comments on word of mouth recommendations?

It's always helpful to hear from people who have already used or worn a product you would like to buy.

Definitely, word of mouth is likely to influence my buying choices as I feel if I know and trust someone and they recommend something, then I'm more likely to buy it as I feel they would be truthful in their recommendations.

"I am more likely to recommend or leave a review if I am asked to."

"I like reviews from trusted sources"

"If people are talking about a certain item, you are more likely to go and buy it yourself."

"Word of mouth is essential for me, especially for hotels and restaurants. I never go anywhere unless it is recommended to me by friends or family. I pay little attention to influencers to be honest."

KEY RECOMMENDATIONS

- How are you asking (and are you asking) customers to review your product or service after they have purchased from you?
- Look at how you can incentivise and encourage people to share and become your passionate advocates.
- Recommendations from others are a big influence. How can you encourage your customer base to recommend you to other potential buyers?
- Make it easy for people to share your products/services sales pages to their social media and Whatsapp/Messenger
- Answer any negative feedback straight away. By owning up to a mistake or taking criticism to heart, it shows you care about your product or service and this will resonate with potential customers.
- Think about any offers you could make for people who do recommend your product or service to others.
- Is your business tracking whether a new customer bought because they had a recommendation from someone? If this can be tracked, you can start to see referrals.

WOULD YOU LIKE THESE KINDS OF INSIGHTS FOR YOUR BUSINESS?

Use our panels of engaged women and our dedicated private platform to gather critical insights to help influence women to deliver long term profitability. Contact us now to find how we can help.